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Contact: Keith Lind

Keith.Lind@sba.gov

Internet Address: <http://www.sba.gov/news>

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Augusta Mayor Proclaims November 29th “Small Business Saturday”

City Council encourages residents to support locally owned and operated businesses

Augusta, Maine—At a city council meeting on Thursday, November 13th, Mayor David Rollins issued a proclamation designating Saturday, November 29th as “Small Business Saturday”, and encouraged city residents to support the many small local businesses in the area. The proclamation cited numerous statistics on the impact of small businesses on both the national and local economies.

“It’s always great to see support for small businesses coming from the communities they call home,” said Marilyn Geroux, District Director for the U.S. Small Business Administration’s Maine District Office. “Here in Maine, where over 97% of businesses are considered small, it’s especially important to encourage people to get to know the wonderful business owners and outstanding products they have available.”

Every year, the Saturday following Thanksgiving is designated “Small Business Saturday” with the goal of encouraging holiday shoppers to support their local businesses. Wedged between Black Friday and Cyber Monday, Small Business Saturday has grown to prominence in its own right, garnering support from Mayors, Governors, Congressional Representatives, Senators, and President Obama. More information on Small Business Saturday can be found at www.sba.gov/smallbusinesssaturday.

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